

NASCAR
Winston Cup

Series

May 12, 1997

Steven Macleod
R. J. Reynolds Tobacco Co.
105 Lawrence Bell Drive
Suite 108
Williamsville, NY 14221

Dear Steven,

I wanted to send you some preliminary information about the upcoming NASCAR Winston Cup race at the Pocono International Raceway. I will be sending you the following suite passes:

POCONO INTERNATIONAL RACEWAY

Saturday, June 7 ARCA Event
40 Suite Passes for KLINE CANDY

Sunday, June 8

NASCAR Winston Cup Event

40 Suite passes

SME will provide catering for both events. Please respond with your customers catering request for the Saturday, June 7, event by Fri. May 16, 1997 so I can make the appropriate arrangements. Everyone entering the suite must have a suite pass. Please remind all sales personnel that this applies to them as well. This helps to ensure that the suites do not get overcrowded.

SME will provide sales shirts to management attending the race. Please let me know sizes and numbers and I will send those to you.

Please fax me a list of customer names as soon as you have one so I may go ahead and produce name tags and seat cards in advance.

The SME team will be staying at Big II Resorts, Lake Harmony, PA, (717) 443-8428.

Thank you for your help in providing our customers with a great experience at a NASCAR Winston Cup race. Please call me at (910)741-6483 if you have any questions about this information. I look forward to working with you and your staff.

Best Regards,

Mitch Cox

Assistant Manager
WINSTON CUP SERIES

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*Mr. Steve
I will attend &
Please advise Dave
Keeney.
Thanks,
Bill*

51845 7255